wherein the website interaction information received by and stored in the data structure of the server system comprises one or more of:

one or more screen shots of the website provided to the customer;

a record of web pages provided to the customer;

a record of website elements provided to the customer; or

a record of customer interactions with website elements of the website provided to the customer; and

wherein the record of the offline interaction between the customer and the agent of the call center stored in the data structure comprises one or more of:

one or more screenshots of information displayed to the agent during the offline interaction between the customer and the agent;

an audio recording of the offline interaction between the customer and the agent; or

a written summary of the offline interaction between the customer and the agent.

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